Ray E. Hiebert, Editor

Public Relations Review Index, Volumes I-VII, 1975-1981

Author Index

Allen, T. Harrell, PERT: A Technique for Public Relations Management, Vol. 6, No. 2, 38-49.
Aronoff, Craig, Credibility of Public Relations for Journalists, Vol. 1, No. 2, 43-54.
Aronoff, Craig E., Predictors of Success in Placing Releases in Newspapers, Vol. 2, No. 4, 43-57.
Barlow, Walter and Carl Kaufmann, Public Relations and Economic Literacy, Vol. 1, No. 1, 14-22.
Bateman, J. Carroll and Frank B. Kalupa, Accrediting Public Relations Education, Vol. 6, No. 1, 18-39.
Bateman, David N. and Dennis W. Jeffers, Redefining the Role of the Company Magazine, Vol. 6, No. 2, 11-29.
Baxter, Bill L., The News Release: An Idea Whose Time Has Gone?, Vol. 7, No. 1, 27-31.
Bell, Eugene C. and Sue H. Bell, Public Relations: Functional or Functionary? Vol. 2, No. 2, 47-57.
Bell, Sue H. and Eugene C. Bell, Public Relations: Functional or Functionary? Vol. 2, No. 2, 47-57.
Bernays, Edward L., Social Responsibility of Business, Vol. 1, No. 3, 5-16.
Billington, Ray Allen, Words That Won The West: 1830-1850, 17-27.
Bishop, Robert L., Public Relations: A Comprehensive Bibliography, 1973-74, Vol. 1, No. 4.
Bishop, Robert L., Public Relations: A Comprehensive Bibliography, 1975, Vol. 3, No. 2.
Block, Edward M., How Public Opinion is Formed, Vol. 3, No. 3, 5-16.
Bowes, John E. and Keith R. Stamm, Evaluating Communication with Public Agencies, Vol. 1, No. 1, 23-37.
Broom, Glen M., Mary Ann Ferguson-DeThorne, Arlene M. Ruksza, Case Study Effects on Student Opinions of Big Business, Vol. 6, No. 2, 50-57.
Broom, Glen M., Coorientational Measurement of Public Issues, Vol. 3, No. 4, 110-119.

Broom, Glen M. and George D. Smith, Testing the Practitioner's Impact on Clients, Vol. 5, No. 3, 47-59.
Brown, David H., Information Officers and Reporters Friends or Foes? Vol. 2, No. 2, 29-38.
Burger, Chester, On the Edge of the Communications Revolution, Vol. 7, No. 2, 3-12.
Carter, Richard F., Response From a Communications Researcher, Vol. 5, No. 1, 45-47.
Center, Allen H., Foundation Lecture: Public Relations, Stubborn Opportunity, Vol. 4, No. 1, 3-10.
Chase, W. Howard and Barrie Jones, Managing Public Policy Issues, Vol. 5, No. 2, 3-23.
Commission on Public Relations Research, A Design for Public Relations Education, Vol. 1, No. 3, 56-66.
Cutlip, Scott M., Foundation Lecture: Public Relations in American Society, Vol. 6, No. 1, 3-17.
Cutlip, Scott M., Public Relations and the American Revolution, Vol. 2, No. 4, 11-24.
Cutlip, Scott M., Public Relations in the Government, Vol. 2, No. 2, 5-28.
Cutlip, Scott M., Response From a Public Relations Researcher, Vol. 5, No. 1, 37-39.
Donnelly, John P., Apollo-Soyuz: Duel in the Sky, Vol. 3, No. 1, 19-32.
Donohue, George A., Phillip J. Tichenor, and Clarice N. Olien, Community Research and Evaluating Community Relations, Vol. 3, No. 4, 96-109.
Ehling, William P., PR Administration, Management Science, and Purposive Systems, Vol. 1, No. 2, 15-42.
Endres, Fred F., Public Relations in the Jackson White House, Vol. 2, No. 3, 5-12.
Ferguson-DeThorne, Mary Ann, Glen M. Broom, Arlene M. Ruksza, Case Study Effects on Student Opinions of Big Business, Vol. 6, No. 2, 50-57.
Ferguson-DeThorne, Mary Ann, Energy Conservation Treatment in Exxon's The Lamp, Vol. 4, No. 1 43-57.
Ferguson-DeThorne, Mary Ann and Byron Reeves, Measuring the Effect of Messages about Social Responsibility, Vol. 6, No. 3, 40-55.
Ford, Tom, The Future: Salesmanship or Dialogue? Vol. 2, No. 1, 5-10.
Frantz, Joe B., After The Fall—Opportunity: 1918-1945, Vol. 4, No. 3, 63-73.
Franzen, Richard S., An NBS Internal Communications Study: A Comment, Vol. 3, No. 4, 83-88.
Gitter, A. George, Public Relations Roles: Press Agent or Counselor?, Vol. 7, No. 3, 35-41.
Goldman, Eric F., Public Relations and Progressive Surge: 1898-1917, Vol. 4, No. 3, 52-62.
Goodman, R. Irwin, Selecting Public Service Announcements for Television, Vol. 7, No. 3, 25-34.
Graff, Louis, The Three Phenomena of Public Relations, Vol. 7, No. 1, 17-26.
Grass, Robert C., Measuring the Effects of Corporate Advertising, Vol. 3, No. 4, 39-50.
Griese, Noel L., James D. Ellsworth, 1963-1940: Public Relations Pioneer, Vol. 4, No. 2, 22-31.
Griese, Noel L., Running Ike's Radio—TV Campaign in 1952, Vol. 2, No. 3, 13-23.
Grunig, James E. and Ronald H. Hickson, An Evaluation of Academic Research in Public Relations, Vol. 2, No. 1, 31-43.
Grunig, James E., Evaluating Employee Communication in a Research Operation, Vol. 3, No. 4, 61-82.
Grunig, James E., Measurement in Public Relations—An Overview, Vol. 3, No. 4, 5-10.
Grunig, James E., Review of Research on Environmental Public Relations, Vol. 3, No. 3, 36-58.
Grunig, James E., Some Consistent Types of Employee Publics, Vol. 1, No. 3, 17-36.
Grunig, James E., Special Section: The Two Worlds of Public Relations Research, Vol. 5, No. 1, 11-14.

Haggerty, Brian A., Public Relations in Direct Mail Political Fundraising, Vol. 5, No. 3, 10-19.
Hammond, George, Foundation Lecture: The Hour Strikes for Public Relations, Vol. 5, No. 1, 3-10.
Harlow, Rex, A Timeline of Public Relations Development, Vol. 6, No. 3, 3-13.
Harlow, Rex, An Historian Recalls the First Days of Public Relations, Vol. 7, No. 2, 33-42.
Harlow, Rex, Management, Public Relations, and the Social Sciences, Vol. 1, No. 1, 5-13.
Harlow, Rex F., Building a Public Relations Definition, Vol. 2, No. 4, 34-42.
Harlow, Rex F., Public Relations Definitions Through the Years, Vol. 3, No. 1, 49-63.
Hartung, Barbara Wolter, America's Era of Many Opinions: 1790-1830, Vol. 6, No. 2, 3-10.
Hesse, Michael B., Strategies of the Political Communication Process, Vol. 7, No. 1, 32-47.
Hickson, Ronald H. and James E. Grunig, An Evaluation of Academic Research in Public Relations, Vol. 2, No. 1, 31-43.
Hiebert, Ray E., Foundation Lectures of Public Relations in American History, Vol. 4, No. 3, 3-4.
Hoskins, Robert L., Public Relations Opportunities in Two-Year Colleges, Vol. 7, No. 3, 42-52.
Hutchinson, Earl, Micro-Relations for Students and Practitioners, Vol. 6, No. 3, 23-32.
Jeffers, Dennis W. and David N. Bateman, Redefining the Role of the Company Magazine, Vol. 6, No. 2, 11-29.
Johnson, Thomas B. and Kenneth Rabin, PR Faculty: What Are Their Qualifications? Vol. 3, No. 1, 38-48.
Jones, Barrie and W. Howard Chase, Managing Public Policy Issues, Vol. 5, No. 2, 3-23.
Jones, Scott, Foundation Lecture: The Individual Pursuit of a Profession, Vol. 7, No. 1, 3-16.
Kalupa, Frank B. and J. Carroll Bateman, Accrediting Public Relations Education, Vol. 6, No. 1, 18-39.
Kaufmann, Carl and Walter Barlow, Public Relations and Economic Literacy, Vol. 1, No. 1, 14-22.
Keckley, Paul, The Increasing Importance of Employee Relations, Vol. 3, No. 3, 70-76.
Kendall, Robert, Internship Practices in Public Relations, Vol. 6, No. 2, 30-37.
Kendall, Robert, Photography and Copyright: What a Pro Should Know, Vol. 5, No. 2, 24-34.
Knodell, Joyce E., Matching Perceptions of Food Editors, Writers, and Readers, Vol. 2, No. 3, 37-56.
Lapetina, Alison and Walter Lindenmann, Management's View of the Future of Public Relations, Vol. 7, No. 3, 3-14.
Lerbinger, Otto, Corporate Use of Research In Public Relations, Vol. 3, No. 4, 11-20.
Lerbinger, Otto, How Far Toward the Social Audit, Vol. 1, No. 1, 38-52.
Lesly, Philip, Psychology and Public Relations Counseling, Vol. 5, No. 3, 3-9.
Lesly, Philip, Winning Public Opinion, Vol. 2, No. 2, 39-46.
Lindenmann, Walter and Alison Lapetina, Management's View of the Future of Public Relations, Vol. 7, No. 3, 3-14.
Lindenmann, Walter K., The Missing Link in Public Relations Research, Vol. 5, No. 1, 26-36.
Lindenmann, Walter K., Use of Community Case Studies in Opinion Research, Vol. 6, No. 1, 40-50.
Lumby, Malcolm E., Using Classified Ads to Find a Job in Public Relations, Vol. 6, No. 3, 33-39.

Marker, Robert K., The Armstrong/PR Data Measurement System, Vol. 3, No. 4, 51-60.
McCombs, Maxwell, Agenda Setting Function of Mass Media, Vol. 3, No. 4, 89-95.
McElreath, Mark P., Planning Programs for Exceptional Events, Vol. 5, No. 3, 34-36.
McElreath, Mark P., Public Relations Evaluative Research: Summary Statement, Vol. 3, No. 4, 129-136.
McElreath, Mark P., Toward Theory—Building in Public Relations, Vol. 2, No. 1, 44-57.
Nevins, Allan, The Constitution Makers and The Public: 1785-1790, Vol. 4, No. 3, 5-16.
Newsom, Doug, Communication Theory and The Consumer Movement, Vol. 3, No. 3, 59-69.
Nielsen, Richard P., Use of Arbitration in Government-Business Relations, Vol. 7, No. 2, 29-32.
Nissen, Elizabeth A., James C. Hagerty: Public Relations Genius, Vol. 1, No. 3, 37-46.
O'Brien, Adrienne, Public Relations of Anti-Stereotype TV Spots, Vol. 6, No. 3, 14-22.
Olien, Clarice N., Phillip J. Tichenor, George A. Donohue, Community Research and Evaluating Community Relations, Vol. 3, No. 4, 96-109.
O'Neill, Harry W., Survey Research as a Public Relations Tool, Vol. 3, No. 3, 17-35.
Park, Ceritta and Joseph Turow, TV Publicity Outlets: A Preliminary Investigation, Vol. 7, No. 3, 15-24.
Preston, Ivan, Response From an Advertising Researcher, Vol. 5, No. 1, 40-44.
Prout, Gerald, On Expecting Corporate Ethical Reform, Vol. 4, No. 2, 13-21.
Rabin, Kenneth and Thomas B. Johnson, PR Faculty: What Are Their Qualifications? Vol. 3, No. 1, 38-48.
Rabin, Kenneth H. and Donald R. Smith, What Broadcasters Want in Public Service Spots, Vol. 4, No. 1, 29-36.
Reeves, Byron and Mary Ann Ferguson-DeThorne, Measuring the Effect of Messages About Social Responsibility, Vol. 6, No. 3, 40-55.
Ruffner, Robert H., The Handicapped—Changing Attitudes or Acceptance? Vol. 4, No. 2, 3-12.
Ruksza, Arlene M., Glen M. Broom, Mary Ann Ferguson-DeThorne, Case Study Effects on Student Opinions of Big Business, Vol. 6, No. 2, 50-57.
Shanklin, William L. and Richard W. Skinner, The Changing Role of Public Relations In Business Firms, Vol. 4, No. 2, 40-45.
Simon, Morton J., Right of Privacy, Right to Know: Which Prevails? Vol. 3, No. 1, 5-18.
Simon, Morton J., Uncle Sam's Regulators Are Watching You, Vol. 4, No. 1, 11-28.
Simon, Raymond, Masters' Theses and Doctoral Dissertations, 1973-77, Vol. 5, No. 4, 94-110.
Skinner, Richard W. and William L. Shanklin, The Changing Role of Public Relations In Business Firms, Vol. 4, No. 2, 40-45.
Smith, Donald R. and Kenneth H. Rabin, What Broadcasters Want in Public Service Spots, Vol. 4, No. 1, 29-36.
Smith, George D. and Glen M. Broom, Testing the Practitioner's Impact on Clients, Vol. 5, No. 3, 47-59.
Smith, Robert W., The Boston Massacre: A Study in Public Relations, Vol. 2, No. 4, 25-33.
Snyder, Leonard J., 'Uses and Gratifications' to Implement a Public Relations Program, Vol. 4, No. 2, 32-39.
Sorensen, Parry D., Good Future Forecast for British PR, Vol. 3, No. 1, 33-37.
Spitzer, Carlton E., Should Government Audit Corporate Social Responsibility? Vol. 7, No. 2, 13-28.
Stamm, Keith R. and John E. Bowes, Evaluating Communication with Public Agencies, Vol. 1, No. 1, 23-37.

Stamm, Keith R., Strategies for Evaluating Public Relations, Vol. 3, No. 4, 120-128.
Stanley, George F.G., The Man Who Made Canada: 1865-1867, Vol. 4, No. 3, 38-51.
Stephens, Lowndes F., Professionalism of Army Public Affairs Personnel, Vol. 7, No. 2, 43-56.
Stone, Gerald C., Communication Study Could Use More Business Emphasis, Vol. 2, No. 1, 11-21.
Stone, Gerald C., TV Ascertainments Duty Falls to PR Directors, Vol. 5, No. 2, 43-48.
Tennant, Frank A., Survey on Licensing Public Relations Practitioners, Vol. 4, No. 1, 37-42.
The Editors, Introductory Note: Why a New Journal? To Build a Bridge. . ., Vol. 1, No. 1, 3-4.
Tichenor, Phillip J., George A. Donohue and Clarice N. Olien, Community Research and Evaluating Community Relations, Vol. 3, No. 4, 96-109.
Tirone, James F., Education, Theory, and Research In Public Relations, Vol. 5, No. 1, 15-25.
Tirone, James F., Measuring The Bell System's Public Relations, Vol. 3, No. 4, 21-38.
Traverse-Healy, Tim, Foundation Lecture: A Declaration of Interdependence, Vol. 2, No. 4, 4-10.
Turow, Joseph and Ceritta Park, TV Publicity Outlets: A Preliminary Investigation, Vol. 7, No. 3, 15-24.
Vandiver, Frank E., The First Public War: 1861-1865, Vol. 4, No. 3, 28-37.
Van Leuven, James K., Measuring Values in Public Participation Programs, Vol. 6, No. 1, 51-56.
Walker, Albert, Education Survey: Few Changes, Much Growth, Vol. 2, No. 1, 22-30.
Walker, Albert, APR, Public Relations Bibliography: Sixth Edition, 1976-77, Vol. 4, No. 4.
Walker, Albert, APR, Public Relations Bibliography: Seventh Edition, 1978, Vol. 5, No. 4, 1-79.
Walker, Albert, APR, Public Relations Bibliography: Eighth Edition, 1979, Vol. 6, No. 4.
Walker, Albert, APR, Public Relations Bibliography: Ninth Edition, 1980, Vol. 7, No. 4.
Weston, William W., Public Relations: Trustee of a Free Society, Vol. 1, No. 2, 5-14.
Wilcox, Dennis L., Hiring Criteria of Public Relations Employers, Vol. 5, No. 2, 35-42.
Wilcox, Dennis L., Preparing Today's Students For Tomorrow's Careers, Vol. 1, No. 3, 47-55.
Wright, Donald K., Accreditation's Effects on Professionalism, Vol. 7, No. 1, 48-61.
Wright, Donald K., Professionalism and Social Responsibility in Public Relations, Vol. 5, No. 3, 20-33.
Wright, Donald K., Social Responsibility in Public Relations: A Multi-Step Theory, Vol. 2, No. 3, 24-36.

Subject Index

Accreditation's Effects on Professionalism (Donald K. Wright), Vol. 7, No. 1, 48-61.
A Design for Public Relations Education (Commission on Public Relations Research), Vol. 1, No. 3, 56-66.
A Timeline of Public Relations Development (Rex Harlow), Vol. 6, No. 3, 3-13.
An Historian Recalls the First Days of Public Relations (Rex Harlow), Vol. 7, No. 2, 33-42.
Accrediting Public Relations Education (Frank B. Kalupa and J. Carroll Bateman), Vol. 6, No. 1, 18-39.
After the Fall—Opportunity: 1918-1945 (Joe B. Frantz), Vol. 4, No. 3, 63-73.
Agenda Setting Function of Mass Media (Maxwell McCombs), Vol. 3, No. 4, 89-95.
America's Era of Many Opinions: 1790-1830 (Barbara Wolter Hartung), Vol. 6, No. 2, 3-10.
An Evaluation of Academic Research in Public Relations (James E. Grunig and Ronald H. Hickson), Vol. 2, No. 1, 31-43.
An NBS Internal Communications Study: A Comment (Richard S. Franzen), Vol. 3, No. 4, 83-88.
Apollo—Soyuz: Duel in the Sky (John P. Donnelly), Vol. 3, No. 1, 19-32.
Building a Public Relations Definition (Rex F. Harlow), Vol. 2, No. 4, 34-42.
Case Study Effects on Student Opinions of Big Business (Glen M. Broom, Mary Ann Ferguson-DeThorne and Arlene M. Ruksza), Vol. 6, No. 2, 50-57.
Communications Study Could Use More Business Emphasis (Gerald C. Stone), Vol. 2, No. 1, 11-21.
Communication Theory and the Consumer Movement (Doug Newsom), Vol. 3, No. 3, 59-69.
Community Research and Evaluating Community Relations (Phillip J. Tichenor, George A. Donohue and Clarice N. Olien), Vol. 3, No. 4, 96-109.
Coorientational Measurement of Public Issues (Glen M. Broom), Vol. 3, No. 4, 11-20.
Corporate Use of Research In Public Relations (Otto Lerbinger), Vol. 3, No. 4, 11-20.
Credibility of Public Relations for Journalists (Craig Aronoff), Vol. 1, No. 2, 43-54.
Education Survey: Few Changes, Much Growth (Albert Walker), Vol. 2, No. 1, 22-30.
Education, Theory, and Research In Public Relations (James F. Tirone), Vol. 5, No. 1, 15-25.
Energy Conservation Treatment in Exxon's The Lamp (Mary Ann Ferguson-DeThorne), Vol. 4, No. 1, 43-57.
Evaluating Communication with Public Agencies (John E. Bowes and Keith R. Stamm), Vol. 1, No. 1, 23-37.
Evaluating Employee Communication in A Research Operation (James E. Grunig), Vol. 3, No. 4, 61-82.
Foundation Lecture: A Declaration of Interdependence (Tim Traverse-Healy), Vol. 2, No. 4, 4-10.
Foundation Lecture: Public Relations in American Society (Scott M. Cutlip), Vol. 6, No. 1, 3-7.
Foundation Lecture: Public Relations, Stubborn Opportunity (Allen H. Center), Vol. 4, No. 1, 3-10.
Foundation Lecture: The Hour Strikes for Public Relations (George Hammond), Vol. 5, No. 1, 3-10.
Foundation Lecture: The Individual Pursuit of a Profession (Scott Jones), Vol. 7, No. 1, 3-16.
Foundation Lectures on Public Relations in American History (Ray E. Hiebert), Vol. 4, No. 3, 3-4.
Good Future Forecast for British PR (Parry D. Sorensen), Vol. 3, No. 1, 33-37.
Hiring Criteria of Public Relations Employers (Dennis L. Wilcox), Vol. 5, No. 2, 35-42.

How Far Toward the Social Audit (Otto Lerbinger), Vol. 1, No. 1, 38-52.
How Public Opinion is Formed (Edward M. Block), Vol 3, No. 3, 5-16.
Information Officers and Reporters Friends or Foes? (David H. Brown), Vol. 2, No. 2, 29-38.
Internship Practices in Public Relations (Robert Kendall), Vol. 6, No. 2, 30-37.
Introductory Note: Why a New Journal? To Build a Bridge. . . (The Editors), Vol. 1, No. 1, 3-4.
James D. Ellsworth, 1963-1940: Public Relations Pioneer (Noel L. Griese), Vol. 4, No. 2, 22-31.
James C. Hagerty: Public Relations Genius (Elizabeth A. Nissen), Vol. 1, No. 3, 37-46.
Management, Public Relations, and the Social Sciences (Rex Harlow), Vol. 1, No. 1, 5-13.
Management's View of the Future of Public Relations (Walter Lindenmann and Alison Lapetina), Vol. 7, No. 3, 3-14.
Managing Public Policy Issues (Barrie Jones and W. Howard Chase), Vol. 5, No. 2, 3-23.
Masters' Theses and Doctoral Dissertations, 1973-77 (Raymond Simon), Vol. 5, No. 4, 94-110.
Matching Perceptions of Food Editors, Writers and Readers (Joyce E. Knodell), Vol. 2, No. 3, 37-56.
Measurement in Public Relations—An Overview (James E. Grunig), Vol. 3, No. 4, 5-10.
Measuring The Bell System's Public Relations (James F. Tirone), Vol. 3. No. 4, 21-38.
Measuring the Effect of Messages about Social Responsibility (Byron Reeves and Mary Ann Ferguson-DeThorne), Vol. 6, No. 3, 40-55.
Measuring the Effects of Corporate Advertising (Robert C. Grass), Vol. 3, No. 4, 39-50.
Measuring Values in Public Participation Programs (James K. Van Leuven), Vol. 6, No. 1, 51-56.
Micro-Relations for Students and Practitioners (Earl Hutchinson), Vol. 6, No. 3, 23-32.
On Expecting Corporate Ethical Reform (Gerald Prout), Vol. 4, No. 2, 13-21.
On the Edge of the Communications Revolution (Chester Burger), Vol. 7, No. 2, 3-12.
PERT: A Technique for Public Relations Management (T. Harrell Allen), Vol. 6, No. 2, 38-49.
Photography and Copyright: What a Pro Should Know (Robert Kendall), Vol. 5, No. 2, 24-34.
Planning Programs for Exceptional Events (Mark P. McElreath), Vol. 5, No. 3, 34-36.
PR Administration, Management Science, and Purposive Systems (William P. Ehling), Vol. 1, No. 2, 15-42.
PR Faculty: What Are Their Qualifications? (Thomas B. Johnson and Kenneth Rabin), Vol. 3, No. 1, 38-48.
Predictors of Success in Placing Releases in Newspapers (Craig E. Aronoff), Vol. 2, No. 4, 43-57.
Preparing Today's Students For Tomorrow's Careers (Dennis L. Wilcox), Vol 1, No. 3, 47-55.
Professionalism and Social Responsibility in Public Relations (Donald K. Wright), Vol. 5, No. 3, 20-33.
Professionalism of Army Public Affairs Personnel (Lowndes F. Stephens), Vol. 7, No. 2, 43-56.
Psychology and Public Relations Counseling (Philip Lesly), Vol. 5, No. 3, 3-9.
Public Relations: A Comprehensive Bibliography (Robert L. Bishop), Vol. 1, No. 4, 1973-74.
Public Relations: A Comprehensive Bibliography (Robert L. Bishop), Vol. 3, No. 2, 1975.
Public Relations and Economic Literacy (Walter Barlow and Carl Kaufmann), Vol. 1, No. 1, 14-22.

Public Relations and the American Revolution (Scott M. Cutlip), Vol. 2, No. 4, 11-24.
Public Relations and the Progressive Surge: 1898-1917 (Eric F. Goldman), Vol. 4, No. 3, 52-62.
Public Relations Bibliography: Sixth Edition, 1976-77 (Albert Walker, APR), Vol. 4, No. 4.
Public Relations Bibliography: Seventh Edition, 1978 (Albert Walker, APR), Vol. 5, No. 4, 1-79.
Public Relations Bibliography: Eighth Edition, 1979 (Albert Walker, APR), Vol. 6, No. 4.
Public Relations Bibliography: Ninth Edition, 1980 (Albert Walker, APR), Vol. 7, No. 4.
Public Relations Definitions Through The Years (Rex F. Harlow), Vol. 3, No. 1, 49-63.
Public Relations Evaluative Research: Summary Statement (Mark P. McElreath), Vol. 3, No. 4, 129-136.
Public Relations: Functional or Functionary? (Sue H. Bell and Eugene C. Bell), Vol. 2, No. 2, 47-57.
Public Relations in Direct Mail Political Fundraising (Brian A. Haggerty), Vol. 5, No. 3, 10-19.
Public Relations in the Government (Scott M. Cutlip), Vol. 2, No. 2, 5-28.
Public Relations in the Jackson White House (Fred F. Endres), Vol. 2, No. 3, 5-12.
Public Relations of Anti-Stereotype TV Spots (Adrienne O'Brien), Vol. 6, No. 3, 14-22.
Public Relations Opportunities in Two-Year Colleges (Robert L. Hoskins), Vol. 7, No. 3, 42-52.
Public Relations: Trustee of a Free Society (William W. Weston), Vol. 1, No. 2, 5-14.
Public Relations Roles: Press Agent or Counselor? (A. George Gitter), Vol. 7, No. 3, 35-41.
Redefining the Role of the Company Magazine (Dennis W. Jeffers and David N. Bateman), Vol. 6, No. 2, 11-29.
Response From a Communications Researcher (Richard F. Carter), Vol. 5, No. 1, 45-47.
Response From an Advertising Researcher (Ivan Preston), Vol. 5, No. 1, 40-44.
Response From a Public Relations Researcher (Scott M. Cutlip), Vol. 5, No. 1, 37-39.
Review of Research on Environmental Public Relations (James E. Grunig), Vol. 3, No. 3, 36-58.
Right of Privacy, Right to Know: Which Prevails? (Morton J. Simon), Vol. 3, No. 1, 5-18.
Running Ike's Radio-TV Campaign in 1952 (Noel L. Griese), Vol. 2, No. 3, 13-23.
Selecting Public Service Announcements for Television (R. Irwin Goodman), Vol. 7, No. 3, 25-34.
Should Government Audit Corporate Social Responsibility? (Carlton E. Spitzer), Vol. 7, No. 2, 13-28.
Social Responsibility in Public Relations: A Multi-Step Theory (Donald K. Wright), Vol. 2, No. 3, 24-36.
Social Responsibility of Business (Edward L. Bernays), Vol. 1, No. 3, 5-16.
Some Consistent Types of Employee Publics (James E. Grunig), Vol. 1, No. 3, 17-36.
Special Section: The Two Worlds of Public Relations Research (James E. Grunig), Vol. 5, No. 1, 11-14.
Strategies for Evaluating Public Relations (Keith R. Stamm), Vol. 3, No. 4, 120-128.
Strategies of the Political Communication Process (Michael B. Hesse), Vol. 7, No. 1, 32-47.
Survey on Licensing Public Relations Practitioners (Frank A. Tennant), Vol. 4, No. 1, 37-42.
Survey Research as a Public Relations Tool (Harry W. O'Neill), Vol. 3, No. 3, 17-35.
Testing the Practitioner's Impact on Clients (Glen M. Broom and George D. Smith), Vol. 5, No. 3, 47-59.

The Armstrong/PR Data Measurement System (Robert K. Marker), Vol. 3, No. 4, 51-60.
The Boston Massacre: A Study in Public Relations (Robert W. Smith), Vol. 2, No. 4, 25-33.
The Changing Role of Public Relations In Business Firms (Richard W. Skinner and William L. Shanklin), Vol. 4, No. 2, 40-45.
The Constitution Makers and the Public: 1785-1790 (Allan Nevins), Vol. 4, No. 3, 5-16.
The First Public War: 1861-1865 (Frank E. Vandiver), Vol. 4, No. 3, 28-37.
The Future: Salesmanship or Dialogue? (Tom Ford), Vol. 2, No. 1, 5-10.
The Handicapped-Changing Attitudes or Acceptance? (Robert H. Ruffner), Vol. 4, No. 2, 3-12.
The Increasing Importance of Employee Relations (Paul Keckley), Vol. 3, No. 3, 70-76.
The Man Who Made Canada: 1865-1867 (George F.G. Stanley), Vol. 4, No. 3, 38-51.
The Missing Link in Public Relations Research (Walter K. Lindenmann), Vol. 5, No. 1, 26-36.
The News Release: An Idea Whose Time Has Gone? (Bill L. Baxter), Vol. 7, No. 1, 27-31.
The Three Phenomena of Public Relations (Louis Graff), Vol. 7, No. 1, 17-26.
Towards Theory-Building in Public Relations (Mark P. McElreath), Vol. 2, No. 1, 44-57.
TV Ascertainments Duty Falls to PR Directors (Gerald C. Stone), Vol. 5, No. 2, 43-48.
TV Publicity Outlets: A Preliminary Investigation (Joseph Turow and Ceritta Park), Vol. 7, No. 3, 15-24.
Uncle Sam's Regulators Are Watching You (Morton J. Simon), Vol. 4, No. 1, 11-28.
Use of Arbitration in Government-Business Relations (Richard P. Nielsen), Vol. 7, No. 2, 29-32.
Use of Community Case Studies in Opinion Research (Walter R. Lindenmann), Vol. 6, No. 1, 40-50.
'Uses and Gratifications' to Implement a Public Relations Program (Leonard J. Snyder), Vol. 4, No. 2, 32-39.
Using Classified Ads to Find a Job in Public Relations (Malcolm E. Lumby), Vol. 6, No. 3, 33-39.
What Broadcasters Want in Public Service Spots (Donald R. Smith and Kenneth H. Rabin), Vol. 4, No. 1, 29-36.
Winning Public Opinion (Philip Lesly), Vol. 2, No. 2, 39-46.
Words That Won The West: 1830-1850 (Ray Allen Billington), Vol. 4, No. 3, 17-27.